

Chef's Corner

Apr. 2003 – Issue 18

Navy Personnel Command
Pers655

Branding News Update!

NAF El Centro Opens Hot Stuff Pizza & Freshëns®

On February 21st MWR at NAF El Centro opened one of Orion's Hot Stuff Pizza "Food on the Go" concepts featuring Mean Gene's Burgers and appetizers along with pizza and calzones, located in the Bowling Center they also offer base "delivery". The Command was on hand for the Ribbon Cutting and Grand Opening as well as several families with their children. The opening was a huge success based on sales and the outpour of thanks for opening this operation on base. Thanks go out to the staff for a successful opening headed up by Rick Woods (El Centro Bowling Center Manager) and Barbara Montoya (CNRSW F&B Manager).

Then again on February 26th at NAF El Centro opened it's Freshëns® Smoöthie's concept, also located in the bowling center. Thanks again to the team for a job well done.

For additional information regarding Branded Concepts please e-mail us at:
Pers655f5@persnet.navy.mil or Pers655f3@persnet.navy.mil



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Numbers Eight and Nine....



That's how many Noble Roman's Pizza Express locations Navy MWR currently has in operation. Number eight opened in the Capo Landing, located in the club, in **Naples, Italy** on January 13, 2003. This is Naples second location. Sales have exceeded expectations thus far and early reports are that the breakfast component is a huge success. On February 19, 2003, our ninth Noble Roman's Pizza Express opened at **Naval Station Norfolk**, Northwest Annex in the Mariner Club.

Corky's BBQ opened a location at **Naval Station Mayport** via a concessionaire agreement to provide food service on the carrier pier during the current maintenance period. This location serves breakfast, lunch and dinner. Breakfast includes a variety of biscuit sandwiches as well as eggs, bacon, sausage, grits, pancakes, waffles and French toast. Lunch offerings consist of a variety of sandwiches including pulled pork, smoked turkey, beef brisket, hamburger and hot dog. Pizza is also being offered since this food service provider is also a franchisee of a national pizza chain.



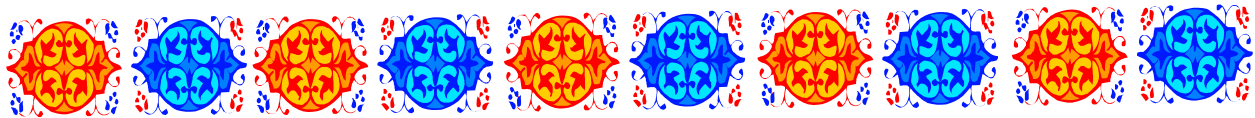
If you have any questions pertaining to branded concepts or concessionaire agreements for food service, please call (901) 874-6639 or DSN 882-6639 or email p655f3@persnet.navy.mil or p655f5@persnet.navy.mil

Bits n' Pieces

- The six most popular occasions for dining out in order are birthdays, Mother's Day, Valentine's Day, Father's Day, New Year's Eve and Easter.
- "A poor surgeon hurts 1 person at a time. A poor teacher hurts 30." – Ernest Boyer
- Projections for the largest high school graduation in U.S. history will be in 2009 with 3.2 million students.
- Between 2000 and 2010, the 55-64 age group will grow by 19 million, while the 25-34 segment will decline by 1 million. – Technomic
- Paralysis by analysis is not allowed. Do something. Either lead, follow, or get the hell out of the way. Your people are counting on you.

Trending Towards Multi-Branding

In order to meet a wider range of meal choices, more companies are exploring the option of offering multiple brands in one location under one roof. Many companies are using this as a growth strategy in the ever increasingly competitive fast food and quick service segments. This strategy may lead to higher returns since you are utilizing the same building and plot of land and in theory, you should be able to drive incremental sales with a wider menu offering. Navy MWR currently has several locations that fit into the multi-branding category. CFA Yokosuka has a multi-branded location in the Fleet Recreation Center consisting of a Smash Hit Subs, Mean Gene's Burgers, Hot Stuff Pizza and Cinnamon Street Bakery which are all part of the Orion Food Systems portfolio. NSA Bahrain has a multi-branded food court in their Desert Dome All Hands Club that consists of an A&W "All American Food", Hot Stuff Pizza, Nap's Alabama BBQ, Asian Creations and Cinnamon Street Bakery. The Southwest Region currently has three multi-branded locations. NAS Fallon has a Mean Gene's Burgers and Eddie Pepper's Mexican located in the Planet X Enlisted Club. NAS North Island has an A&W "All American Food" and Long John Silver's in the Midway Landing. NAF El Centro is the Southwest Regions third location and they have a Hot Stuff Pizza and Freshens Smootherie located in the bowling center.



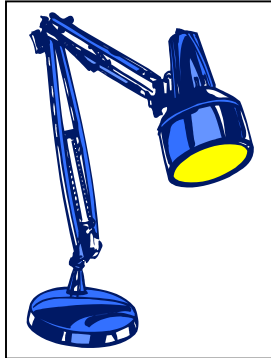
Desktop Publishing Impressions...

In *Legally Blonde*, Elle Woods submits her resume for an intern job on pink scented paper. The lawyer looks puzzled by the odd presentation, sniffs, contemplates and decides to take a second whiff. Elle's "outside the box" thinking in designing and presenting her resume, made her resume stand out from all the others.

Not that we want our customers, clients or guests to have a puzzled look at our stationary but having something colorful, coordinated and professional will catch their eye. There are many different paper patterns that you can use some of them seasonally for special events and others that are professional the rest of the year. A wide range of sizes are available from single sheet to envelopes, brochures, postcards, newsletters, greeting cards, note cards, door hangers, tickets, name badges, table tents and business cards. Contact p655f4 for a source of colorful paper to inject life into your desktop publishing.

New Segment: Spot Light on...

We're featuring a new segment in this issue of Chef's Corner called "Spot Light on...". We will be highlighting different MWR's around the system and what they offer. Our first base to take this honor is NAS Key West. So, without any further ado – **"Spot Light on... NAS Key West"**.



Close your eyes and say Key West, what comes to mind? Warm sunny skies, tropical breezes, breathtaking sunsets, relaxing white sandy beaches, great fishing, water activities of snorkeling and diving, sipping cool exotic tropical drinks and nightlife made famous by Hemmingway. Total relaxation. A wonderful place to enjoy a vacation.

Don't be concerned about lodging accommodations. MWR has excellent lodging available featuring 3-4 bedroom townhouses with 1 ½ baths, screened patios and within easy walking distance to downtown Key West.

MWR has several operations to take care of your food and beverage desires.

- ◆ The Sunset Lounge is the place to meet friends for food and drinks and take in a breathtaking sunset. The powerboat marina is within walking distance.
- ◆ The Boca Chica Marina was recently completed and offers fixed slips, moorings and Mediterranean style moorings. The Navigator Bar located here offers great food and friendly staff to assist you.
- ◆ Trumbo Palms is the catering conference center. They also offer lunch and dinner menu service with weekly special events such as Wednesday evening buffet featuring carved prime rib and Sunday Brunch with the traditional favorites. The Flying Conch Lounge provides full bar service. The "Blue Hawaii" drink is the house specialty drink. The color is as intoxicating as the cool blue waters of the gulf.
- ◆ If bowling is something that you enjoy, then head on over to Air Lanes Bowling Center. Strikers Café features a snack bar style menu with limited alcoholic beverages.



For more information and securing reservations contact Trumbo Point Vacation Rentals, Naval Air Facility, Key West, FL, 305-293-5000, email roneyde@naskw.navy.mil.

Conferences & Seminars

27th Annual Monterey Wine Festival

Apr. 3-5, 2003
Monterey, CA
Info: Bethany Sirt at 312-715-6761 OR
800-656-4282
<http://www.montereywine.com/>

Tennessee Foodservice Exposition

Apr. 28-29, 2003
Nashville Convention Center, Nashville, TN
Info: 800-897-2703 / 615-790-2703

"Team IMCEA: Gear Up for Success"

May 14-16, 2003
Wyndham Hotel (downtown), Chicago, IL
Info: Sari Jill Schneider at 254-554-6619

National Restaurant Association Show

May 17-20, 2003
McCormick Place, Chicago, IL
Info: 312-853-2525
<http://www.restaurant.org/events>



Las Vegas International Hotel & Restaurant Show

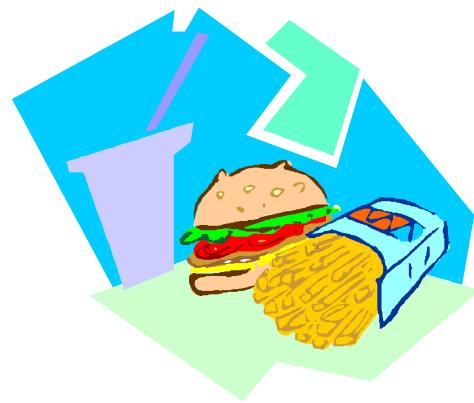
June 19-20, 2003
Info: 914-421-3346
<http://www.lihrs.com/>

Southwest Foodservice Expo

June 23-25, 2003
Houston, TX
Info: 512-457-4190
<http://www.swfoodexpo.com/>

National Association of Catering Executives' Annual Education Conference

July 14-17, 2003
Charleston Place Hotel, Charleston, SC
Info: 410-997-9055
<http://www.cateringconference.com/>



Annual Louisiana Foodservice Expo

Aug. 3-5, 2003
New Orleans, LA
Info: 504-454-2277
<http://www.lra.org/>

Western Foodservice & Hospitality Exposition

Aug. 24-26, 2003
San Francisco, CA
Info: 800-840-5612
<http://www.westernfoodexpo.com/>

The Food & Beverage Forum

Sept. 9-12, 2003

New York City, NY

Info: 212-651-8733

<http://www.foodandbevforum.com/>

Florida Restaurant Show

Sept. 20-22, 2003

Orlando, FL

Info: 888-372-3976

<http://www.fraexpo.com/>



Tennessee Foodservice Exposition

Oct. 13-14, 2003

Nashville, TN

Info: 800-897-2703

<http://www.thetra.com/>

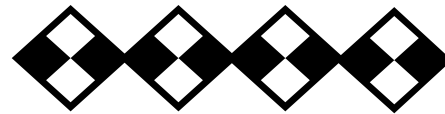
Mid-Atlantic Food, Beverage & Lodging Expo

Oct. 23-24, 2003

Maryland State Fairgrounds, Timonium, MD

Info: 800-874-1313

<http://www.midatlanticexpo.com/>



International Military Community Executives Association, (IMCEA)

The annual IMCEA Worldwide Conference will be held May 14-16, 2003 at the Wyndham Hotel in Chicago, IL. For the past thirty years IMCEA conferences have been the event of choice for MWR professionals and suppliers to conduct business, forge new relationships, and stay in step with key trends and opportunities. This year we have even more to offer. "TEAM IMCEA: Gear Up For Success" offers an outstanding educational program and a gathering of the best minds in the industry. It is your key opportunity to connect and build relationships with other MWR professionals, explore new ideas, create new objectives, discover new personal and professional goals, review hundreds of exhibits, and much more. For more information and to register go to www.imcea.com or call IMCEA at 254-554-6619 or email: sarischneider@imcea.com



Trivia Question:

I have bright red & orange edible flowers that have a peppery taste. I can be used in salads, sandwich spreads & as a garnish. What am I?

Bar Talk - "Getting the Red Out" Portion Control

If there is one thing you get out of this article it should be: **DO NOT ALLOW YOUR BARTENDER STAFF TO FREE POUR!** Allowing your staff to free pour liquor is a like giving your staff a license to run the Bar, as they choose, not according to your specifications. To understand the difference - free-pouring is the method in which a bartender hand pours liquor portions without the use of a jigger. Most bartenders will tell you that they rely on a specific count or cadence to measure the rate of flow. Although free pouring is popular with most bartenders and it's stylish it does have its shortcomings. When free pouring, it is more difficult to insure consistency of portioning. Inconsistencies will either provide a patron with not enough liquor, making their drink far weaker, or providing too much liquor, making the drink far stronger than what the patron believes he or she is ordering. The inconsistencies caused by free pouring will also have a negative effect on the your cost control efforts. A bartender who pours 1.25 ounces of liquor into a mixed drink instead the prescribed one ounce increases the drink cost by 25%.

The best and most cost effective way to dispense liquor is to use a jigger. A jigger is a measuring device that is used to accurately insure that the recipe amount of liquor is properly dispensed. Other tools used are bottle attached control devices. Posi-Pour or Precision-Pour type dispensers are available in a variety of sizes, (note: NPC, Pers-655 standard shot size is 1 oz), and allow the bartender to simulate the free pour style, but each time the bottle is tilted the exact measure of liquor is dispensed. For more info on Posi-pour or precision pour check out the following websites: <http://www.posi-pour.com/>
<http://www.precisionpours.com/home.html>



Training to Prevent Alcohol Abuse – 1710.11C sec. 2333 paragraph g item 2:

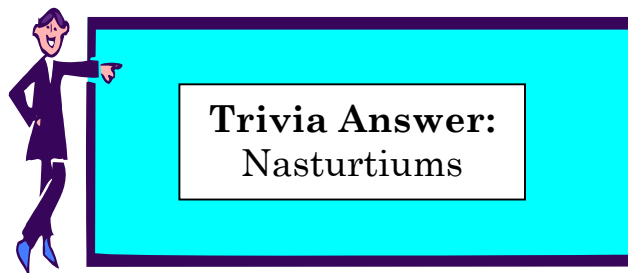
MWR food and beverage activity managers, bartenders, and wait staff serving alcoholic beverages will receive annual training in preventing alcohol abuse. The only recognized source for this annual training requirement is the "Alcohol Server Intervention Training" course contracted through NAVPERSCOM (PERS-65). Such training will include, as a minimum, understanding and recognizing intoxication, monitoring alcohol consumption, intervention techniques and identification of minors. Training programs and materials will be provided by NAVPERSCOM (PERS-65) recognized training organizations. Certification of completion of training will be included in each employee's personnel file.

Each designated employee is required to take the full training when they get hired and every other year after that. During the off years each employee should receive a modified

refresher training course. For more information contact Pers-654A2 at DSN 882-6737 or email at: P654A2@persnet.navy.mil

Brewing

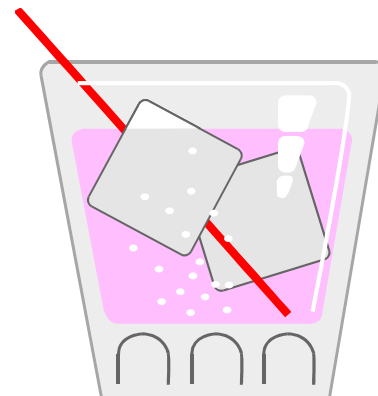
In February 2003, Anheuser-Busch began testing "Bare Knuckle Stout" in select bars and restaurants in New York City, Boston, Philadelphia, Washington, D.C., and San Diego. The brand is "brewed using the finest ingredients, including a blend of roasted barley, pale and caramel malts balanced with domestic hops to provide a rich, flavorful stout with a creamy head." A-B is targeting Bare Knuckle Stout toward consumers who currently drink stout-styled European imports and craft beers. Point-of-sale materials are designed to "cut through retail clutter," using eye-catching items like a trophy tap handle and product shots showing the high-quality stout. Bare Knuckle Stout is brewed and packaged in 1/2 and 1/6 barrel kegs at A-B's Merrimack brewery. This Stout was used at the Grand Opening of the Budweiser Brewhouse in San Diego last November. However, it was served under a different name, the product is very good and the "Theater or Show" of the beer action in a "Beer Clean" glass is really something to watch.



Featured Seasonal Drink Recipe

"Spring Break"

Fill a highball glass, 12-15 oz. with ice
Pour in 1 oz. of Malibu Rum
Fill the glass ½ way with Cranberry Juice
Fill remaining glass with 7UP or Sprite
Serve...and enjoy!

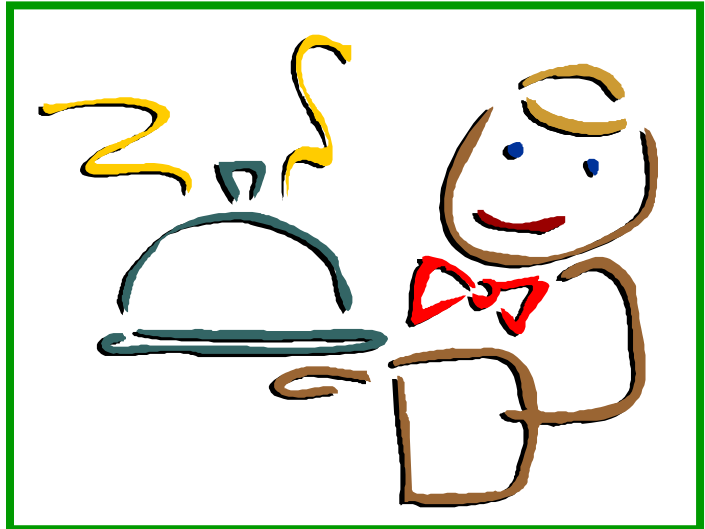


Service

Service, how do you define it? Your customer has an entirely different definition. Which is correct? Believe it or not you both are but it is a unique blending to make everyone happy.

MasterCard and Zagat conducted joint forums in key major cities to see what the dining customer wants and how they want it delivered. Data from surveys conducted by Zagat were used to determine the quality of service in 2002. The customer today now dines out three or more times a week and wants good food with pampering. The traditional customer of once-a-year celebration has gone by the wayside.

The results of the Zagat survey conducted in 14 major cities is that the average rating for food was 20.13, with service coming in at 18.44. The higher food rating can be explained by the chefs and sous chefs attending two-year culinary training or respected university culinary programs. The status of the culinary staff is has been elevated to celebrity status with greater customer interest, higher salaries and television exposure. You don't see waitstaff classes being offer or see a maitre d' or a sommelier devoted television program.



Top restaurateurs in the industry believe that service should be changed to hospitality. The public doesn't measure service the same way it does food, so it will take several years to see any real progress in this area.

"Reading" the customer is becoming a key point in customer-focused training programs. How the customer walks to the table, how they are dressed, if they are engaged in a conversation with their dinner companion all give the server clues on how to approach and give the customer the serve they expect. Ultimately, the server has to be observant and be able to change service if the customer desires more or less attention. However, most people desire discreet and unobtrusive service. Anticipate what the customer desires – refill on beverages, removal of dishes, dessert or after dinner beverage suggestions.

Unlike many areas of our business, service deals with people on both sides of the equation the waitstaff and the customer. Technology can help in many ways with the rest of the business but a friendly smile and being nice can make all the difference to that customer who comes through your front door.

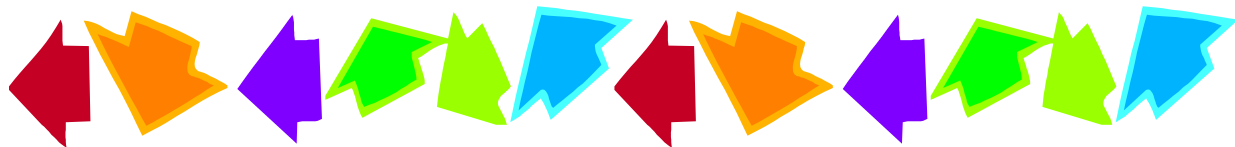


Exchanging Ideas

Tweaking An Idea

We at the Three Flags Club **NAS Keflavik** have implemented a new lunch special from an idea taken from *Chef's Corner*. We needed to draw in a customer base on our newly opened Tuesday lunch buffet. Now when the customer comes on our other lunch buffets, we have a coupon to be stamped. When they fill 5 stamps, they can get a free lunch on Tuesday only! It's a win-win situation for both the customer and Three Flags.

- Reynir Guðjónsson, MWR Clubs Director.



Naval Station San Diego Scotch and Cigar Event

The first "Scotch & Cigar" event was held at **Naval Station San Diego** at the premier Admiral Baker Clubhouse Wednesday Feb. 26, 2003. A group of strangers came together for a relaxing evening of scotch tasting and training of the distilling process and various cigar sampling and product information sharing. The event, planned by facility manager Keith Schlosser, included coordination of the vendors, menu options, and room settings to allow each guest the optimum ambience of the facility both indoors and out. (The cigar smoking was conducted in an authorized area.)

The Scotches that were enjoyed throughout the evening were presented by guest speaker, Dave Comier, of Southern Wine and Spirits and included a Glen Garioch 8 year old single malt scotch, a Bowmore 15 year old single malt scotch and the hard to find Johnny Walker Gold Label, blended scotch. The Cigar Selections were presented by guest speaker, Steve Rosenberg, of EnFuego and included a Macanudo Petite Corona, a Padron 2000 and a Licenciados Churchill.

To compliment the fine sampling of scotches and cigars selected for the evening was an outstanding menu prepared by Chef Carlos Gonzalez. The evening started off with a beautiful imported cheese display and continued with a wonderful, light mixed green salad with smoked salmon, shaved fennel and dill dressing. To please each guest's taste buds a choice of a Grilled Filet Mignon with a sun-dried cherry and Kona coffee Demi glaze or an Almond Crusted Salmon with a Chardonnay cream sauce was offered at the main course. To end the evening a delightful 1001 Chocolate Cake with raspberry sauce was served.

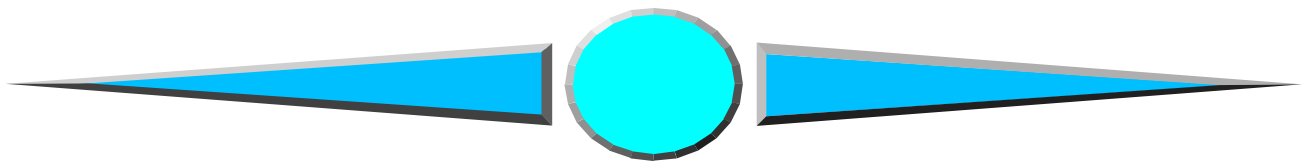
For those guests in attendance it was truly a unique and fantastic event that was complimented by a one in a kind culinary dining experience. We are looking forward to our next Scotch & Cigar Dinner in June of 2003.

Some Thoughts from Jim Sullivan

Jim Sullivan is a well-known speaker and author in the foodservice industry. Here are a couple of quotes from a recent article in *Nation's Restaurant News* Feb. 24, 2003.

"Beware the flea-dip solution: When a dog gets fleas and you take it to the vet, you know what he does? He dips your dog into a flea bath and kills the fleas. But if your house still has fleas in the carpet, on the furniture, in the drapes – if you don't change the environment – the dog's just going to pick up fleas again. The same thing holds true for organizations. Sending your managers to a "fish", "habits" or "leadership" seminar full of creative approaches and dynamics for change is a waste of time and money if they come back to work in a corporate culture that rules by intimidation and closed-mindedness. That's why so many potentially effective management theories become faddish and ineffective. Good ideas get reduced to catchphrases, and sloganeering replaces commitment and real change. If you don't promote a corporate culture where change is welcome, don't expect a seminar to change much."

"Despite what you may have heard, [foodservice is] still a people business. If you show more interest in making the lives of each customer and team member happier and stress free, you won't have to spend as much time worrying about the bottom line or the stock market."

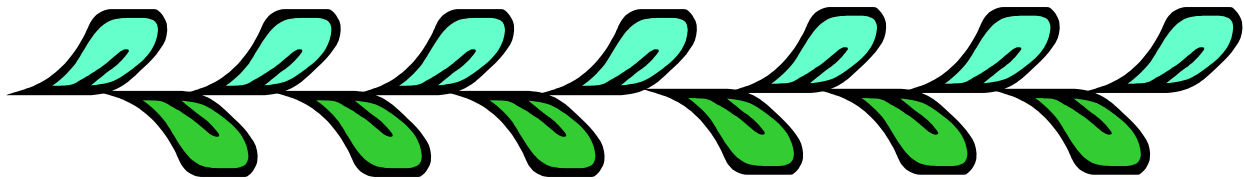


Catering – Keep Innovating

Catering is big business for our MWR funds but it's also big business for our competition outside our gates as well. Colleges, universities and restaurants are attracting catering business besides the regular hotel and convention centers. These new players in the marketplace agree technology is very important, from high speed Internet connections to the wide array of audiovisual aids. The smart businesses also employ folks who are professional and can speak to business technology. They know the clients want overall quality, quality food, consistency, and knowledge of the host venue and get a sense of comfort in the overall meeting environment. Some of these businesses have partnered with local golf courses to offer golf outing packages, or with regional food folks for their specialty items (chocolate, coffee, fruit, and cheesecake). The bottom line is you have to keep innovating in order to keep and attract new customers. So, what are you doing to keep growing your business?

Collapsible Catering System

Many of our catering operations do off-premise catering in office buildings, other MWR facilities/locations, and outside venues. Hauling the equipment can be murder on the staff and on the equipment itself, especially the chaffers. The e•z•caterer™ can help ease this burden. When the unit is in its collapsed state (including wheels), it is no larger than a flat banquet table and can be stored flat or on its side. When on site it erects in a few minutes and can be wheeled into place. There are several accessories (sneeze guard, special skirting, speed racks, tray rail, insulated drop-in unit, umbrella holder and an additional 4th panel) that can be added to your unit to customize it to meet your demands. Once the unit is erected and in position, up to three-hot food pans can be placed in the wells. Canned heat is placed underneath the pans for maintaining food temperatures and out of the weather elements. More information can be obtained about this piece of equipment at <http://www.ezcatercarts.com/> or via their toll free number 1-800-654-5819.



Catering Ideas

- **Devil Egg Twist** – Use ranch dressing instead of mayonnaise when you make the egg yolk mixture.
- **Taco Roll Ups** – Mix cream cheese with seasoned taco meat, finely shredded cheddar cheese, salsa, mayonnaise, chopped black olives, chopped onion. Spread mixture on flour tortilla and top with shredded lettuce. Roll the flour tortilla up, wrap in plastic wrap and refrigerate for at least an hour. Slice into 1-inch slices and serve with salsa.
- **Reuben Spread** – This spread needs to be kept warm. Mix drained sauerkraut with cream cheese, shredded Swiss cheese, diced corned beef and 1,000 Island dressing. Heat until mixture is warm, keep warm during service. Serve with party breads or crackers.
- **Chicken Salad in a Melon Ring** – A different presentation than that of a pineapple boat. Peel & slice (approx. 6 thick slices per melon) cantaloupe, arrange on a bed of greens and fill the center with creamy chicken salad. Garnish plate with other fruit or sliced nut bread.

Kentucky Derby – 129th running

May 3, 2003 at 6:04 EDT – NBC

Louisville, KY

The Kentucky Derby or just the Derby as it is referred to, is a long-standing event – 129 years. The race is the start of the triple-crown series of races for 3-year old horses. The other two races in the triple-crown purse are the Preakness and the Belmont Stakes.

Here are a few facts about the history of the Derby:

- 1875 – An estimated 10,000 people watched the 1st Derby.
- 1883 – The name of Churchill Downs was 1st used in a story by the Louisville Commercial.
- 1895 – The crowds were first introduced to the famous twin spired grandstands.
- 1896 – The race was shorted from 1 ½ miles to 1 ¼ miles.
- 1925 – The Derby had its 1st radio broadcast. This was also the first time that the coined phrase by writer Bill Corum “Run for the Roses” was heard.
- 1937 – The track is incorporated under the name of Churchill Downs.
- 1945 – The January racing was banned after 70 years. The ban was lifted in May and an alternate date of June 9 was used for that year's race.
- 1952 – The Derby is 1st televised.
- 1974 – Cannonade wins the 100th running of the Derby in front of 163,628 crowd at Churchill Downs.



Here are a few ideas to get you started if you want to host a “Derby” party on Saturday May 3rd.

- Host a Derby party with a big-screen TV to watch the race
- Provide a Daily Racing Form (you can order one to see if you want to go to the expense of this)
- Serve Mint Juleps and Mock Mint Juleps
- Offer Victory Cigars (with no smoking in our operations offer chocolate cigars instead)
- Have a Derby Hat Contest (stylish women's hats are worn at the races – have a contest for your female customers to create and wear for your party)
- Play “My Old Kentucky Home” (traditionally played when the horses are paraded out to the starting gate)
- Show horse racing movies after the race
- Offer Derby Door Prizes for known trivia about Derby history
- Showcase a “Blue Grass Buffet” with special Kentucky recipes. Kentucky Hot Browns and Bourbon Balls are just a couple popular food items.
- Use horseshoes painted gold as decorations
- Arrange real, paper, plastic or silk roses in vases around the buffet and dining tables
- Make the bar look like a betting cage
- Use **new** horse feedbags to hold rolled silverware or snacks



<http://www.eatturkey.com/> Offers a free email recipe program. They will periodically send you free recipes containing turkey.

<http://www.beeffoodservice.com/> Provides information on the beef industry and also offers recipes as section in their web site.

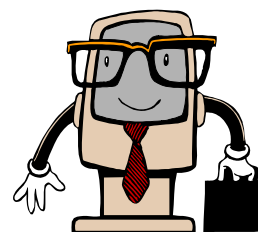
<http://www.hoffmaster.com/> Paper placements with color coordinated paper napkins.

<http://www.libbey.com/> Check out the football glass tumblers. It's never too early to think about football season. Libbey also offers Syracuse China line of Celebrate Plates. These are specially designed plates for Congratulations,

Mother's Day, Happy Birthday and Valentine's Day. They can be offered as a special premium for an event.



Contact Corner



Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

Food, Beverage & Entertainment Section

Head, Food, Beverage & Entertainment Section – p655f@persnet.navy.mil

Catering & Adult Beverage Specialist – p655f2@persnet.navy.mil

Corporate F&B Operations Manager – p655f3@persnet.navy.mil

Executive Chef – p655f4@persnet.navy.mil

Corporate F&B Operations Manager – p655f5@persnet.navy.mil

Market St. Grill & Parcheezi's Promotions

Here are some ideas to add some zip to your spring promotions. Wouldn't your customers like to try something different today at lunch?

Quesadillas (Serve with guacamole & sour cream.)

There are several ways to prepare the quesadillas, cheese, chicken, beef, and shrimp. You might want to try several ways during happy hour to see what the customers like the best and feature them as a lunch special.

Italian Chicken Pockets

Mix cubed cooked chicken with sautéed green peppers & mushrooms and pepperoni, heat mixture in spaghetti sauce. Cut and fill pita pocket. Top with shredded Parmesan cheese.

Kentucky Hot Browns (A nice lunch item special.)

Quartered toast slice, sliced turkey, sliced tomatoes, mornay sauce or cheddar cheese sauce, oven baked and served with a bacon cross.) (Recipe adjustments can be made for microwave usage.

Peppercorn Philly Steak Sandwich (A twist on a favorite.)

Philly steak meat sautéed with onions and sliced mushrooms, topped with American cheese. Finish the sandwich off with creamy peppercorn dressing.

Teriyaki Philly (This Philly has gone Asian.)

Sautéed Philly steak meat with onions, green peppers, mushrooms with teriyaki sauce. Melt provolone cheese over the meat. Garnish with ginger-garlic mayonnaise.

Buffalo Chicken Wrap (The great taste of buffalo wings without the bones.)

Some prep needs to be done for this sandwich. For convenience use cooked chicken fajita strips and mix with pre-made buffalo sandwich sauce. Marinate the meat for 1 hour and heat for service. A warm flour tortilla (12") filled with crisp shredded lettuce, shredded cheddar cheese, hot spicy seasoned chicken meat and finish with cool ranch dressing. Roll the sandwich up and cut on the diagonal. Frill pick the sandwich if necessary. Customers may ask for additional ranch dressing for dipping.

Give These Flavorful Sandwich Spreads a Try

- Honey Dijon mustard with horseradish
- Herb mayonnaise with garlic, basil, oregano, thyme and rosemary
- Italian dressing mixed with additional garlic, oregano, basil and Romano cheese

Promotions Calendar

APR.

Apr 6: Daylight Savings Time Change (Time to check your smoke detector batteries.)

Apr 20: Easter

Apr 22: Earth Day

Apr 23: Administrative Professionals Day

Apr 25: Arbor Day

National Pecan Month –

<http://www.ilovepecans.org/>

International Customer Loyalty –

<http://www.hyken.com/>

National Humor Month –

<http://www.larrywilde.com/>



Easter Holiday Trinkets

Easter bags, plastic eggs filled with candies, piñatas, carrot shaped bags filled with jelly beans, cellophane Easter print bags, plastic Easter finger puppets, Easter pencils, bunny bookmarks.

MAY

May 3: Kentucky Derby – 129th running (<http://www.kentuckyderby.com/>)

May 5: Cinco de Mayo (<http://www.cincomayo.net/eng/index.shtml>)

May 17: Armed Forces Day

May 11: Mother's Day

May 26: Memorial Day

Asparagus Month

National Barbecue Month –

<http://www.bbqind.org/>

National Egg Month – <http://www.aeb.org/>

National Hamburger Month –

<http://www.whitecastle.com/>

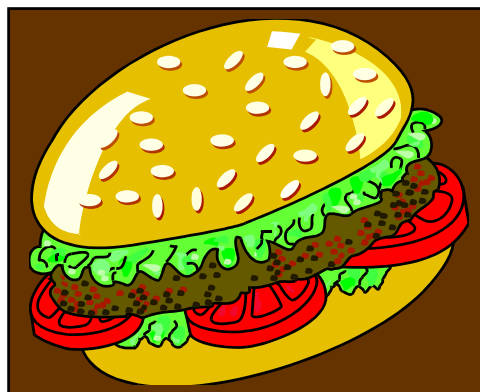
National Salad Month –

<http://www.dressings-sauces.org/>

National Salsa Month

National Strawberry Month –

<http://www.urbanext.uiuc.edu/strawberries/index.html>



Cinco de Mayo

- Use brightly colored fabrics (hot pink, purple, orange, yellow, green, red, turquoise) for your tables
- Easy decorations can be done with colorful piñatas, vines, potted flowering plants
- Pina' coladas, sangria, Mexican brands of beer, tacos, enchiladas, tostados, chimichangas, fajitas, empanadas, churros

- CD's of Mexican music playing in the background

Mother's Day Trinkets

Tulip, rose or daisy candles in terra cotta pots

JUN.

June 9: Donald Duck's Birthday (1934)

June 14: National Flag Day

June 16: Father's Day

June 21: 1st Day of Summer

June 22: Donuts Day

National Dairy Month -

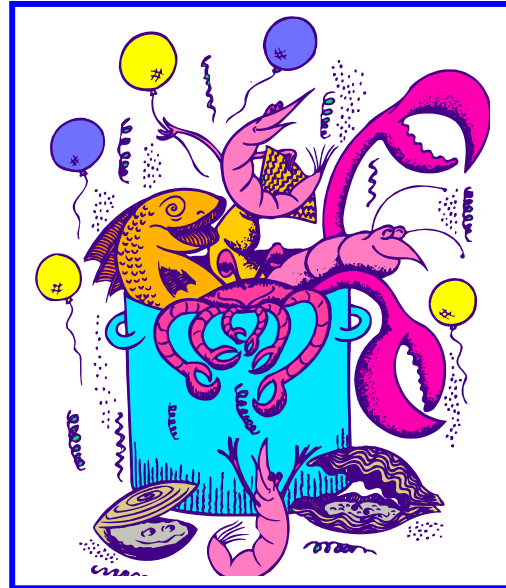
<http://www.dfamilk.com/>

Turkey Lovers' Month

<http://www.eatturkey.com/>

National Iced Tea Month

National Seafood Month - <http://www.nfi.org/>



Patriotic Trinkets (good for Memorial Day and July 4th)

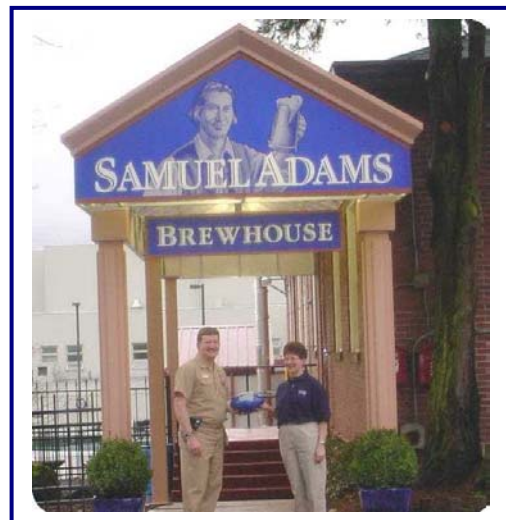
Patriotic pinwheels, terra cotta flowerpot candles, flag wrapped buttermints.

New Brewhouse Opens

After months of renovations, the **Samuel Adams Brewhouse** opened its doors for business on Friday Jan. 24th at 3pm at **NAVSTA Bremerton**.

Earline Shearer, NAVSTA Bremerton F&B Manager, helps kick off the opening of the new Samuel Adams Brewhouse by presenting Steven R. Kremer, Commanding Officer, NAVSTA Bremerton, with an official Samuel Adams Football.

The Samuel Adams Brewhouse is located in the Old Legends Lounge and offers a wide variety of 12 draught beers that include Samuel Adams Boston Lager, Samuel Adams Boston Ale and the Samuel Adams Seasonal Selection as well as other microbrews, domestic drafts, wine and spirits. The Brewhouse is the Navy's newest casual dining restaurant concept that is acceptable for singles as well as families and offers a lunch and dinner menu. Currently the Bremerton kitchen facility is being expanded so a full lunch and dinner menu will be offered soon. In the mean time, the new Navy's first Samuel Adams Brewhouse is an excellent place to meet people, enjoy the camaraderie of co-workers and friends and watch your favorite sporting event or play NTN trivia.



For more information on the Samuel Adams Brewhouse concept please contact the NPC MWR Business Activities Office at: 901-874-6648.
Photo By SH3 Jackie Nelson

Foodservicerewards.com

This is a unique program offered to foodservice operations.

<http://www.foodservicerewards.com/>

If you're looking for a way to fund employee incentive programs or even customer promotional prizes here is something to take a look at. This program is similar to an airline frequently flyer program with redemption of points for personal or business merchandise. The program is free to join, all you do is go to the web site and fill out the membership form. Don't forget to read the terms & conditions (this is where all the details are about submitting your points, redeeming your points and processes for returning merchandise or damaged goods).

Approximately thirty-eight companies have partnered together for this endeavor, and more are being added. Here are just some of the companies participating Bunge Foods, Carnation, Chef-Mate, Clear Springs, Hormel Cure 81, Dixie, Golden Dipt, Lawrey's, Masterpieces Hormel, Minh, Minor's, Nestle's Foodservice, Ortega, Campbell's, Schwan's, Stouffer's, and Trio.

These companies have selected certain product lines for their participation. The manufacturer has determined the point value for those products. There is a bright yellow sticker placed on the box identifying this product is part of the program. Remove the yellow sticker from the box. Collect the stickers and give them to the account holder. The account holder can enter the numerical code into the web site account.

There are over 2000 different products that the points can be redeemed for. The categories range from apparel, furniture, business building, computers & electronics, education, health & beauty, movies & videos, music, sports & recreation, toys & hobbies. Searches are possible for products within point ranges to facilitate the scope of your search.

You should not seek to purchase these products if you have other product specifications in order to receive the points. If you currently purchase these products then, by all means take advantage of the rewards. It saves the organization money to redeem for the rewards. As a reminder, the individual who is the web account manager cannot redeem the points for personal product use.

- Seeking Input for Chef's Corner -

We'd like to thank the folks from **NAS Keflavik** and **NAVSTA San Diego** for sharing their stories with us. If you would like to share your ideas and local MWR events with us, we would love to hear from you.

Please email your stories and pictures to p655f4@persnet.navy.mil. Our deadline for our next issue is 1 June, 2003 for publication in the July 2003 issue.